



DierkeHouben  
Leadership Advisors



Aiducation  
International



# Purpose-driven Leadership Leader as a Coach in Kenya

Next cohorts:  
June 2-7, 2024  
June 29-July 4, 2025



Led by  
C-level Master Coaches  
+ Boardroom Insiders



Action-Learning Leadership Program

- 2 Webinars + 1 Workshop for Coaches' Intake
- 5-Day "Leader as a Coach" in Nairobi
- 6-Week digital "Daily Leadership Workout"



Select group of  
8-10 Executives as a  
joint Learning Community

# As a leader in disruptive times

you are aware that any routine thinking – even if rooted in past success – is a barrier to access your full potential. For you, continuous self-renewal is imperative.

In these times of enormous disruptive challenges leaders need a strong inner compass: They need utmost inner clarity to cope with utmost outer turmoil and to adapt quickly. These times call for the Sovereign Leader – leaders who embody a strong professional will and a personal humbleness, willing to transform themselves in order to transform their teams and their organizations.

“Purpose-driven Leadership in Kenya” is your opportunity to start transforming yourself into an even stronger Sovereign Leader as you develop your inner compass – your individual purpose – while serving a higher cause. The claim of this unique Leadership Programme is simple and straight: Grow yourself by helping others grow.

Sovereign Leaders are true game changers at the top. They *connect* to their individual purpose to build strength from within. They are *conscious* about themselves, their own strengths and limiting patterns, and the complex dynamics in the world around them. And they know how to unfold their and others' full *contribution* potential.

## “Leader as Coach”

is a unique learning journey to boost self-growth

- inspired by a **strong purpose**
- in a disruptive context **out of comfort zone**
- with a blended design of **experience, reflection, and practice**

## What sets this programme apart from other Leadership Programmes

### Explore your Self to lead others into exploration

- Discover and understand the power of your life’s crucibles and connect to your individual purpose – in order to lead authentically from your inner core.

### Expand your Sovereign Leadership

- Develop self-awareness and emotional intelligence to connect your inner world with the wider world – while tuning-in for your reflection-in-action-learning in Kenya.

### Expose your Self as “Leader as a Coach”

- Stretch your self as a leader out of your comfort zone – while making a meaningful contribution to Kenyan future leaders’ growth through coaching and role-modeling.

### Extend your Personal Transformation Experience

- Harness your experiences, personal reflections and learnings into actions in your leadership work – to extend your growth journey towards Purpose-driven Leadership.

## You





are an experienced executive with an impressive track record. And yet, you know that being ahead of the challenge means staying curious and committed to personal growth.

Leading requires mental agility. Aspiring to be the best version of yourself, you are poised to make the leap to be a Sovereign Leader, strongly connected to your individual purpose.

You have a minimum of 5 years leadership experience. And – most important – you have the personal curiosity, openness and will to self-reflect, experiment – and learn.



## Results you can expect

-  Define your individual purpose, your inner compass to navigate under pressure
-  Sharpen your self-awareness on the spot to grow into a truly Sovereign Leader
-  Strengthen your impact in leading peers and your team with Emotional Intelligence
-  Be clear on your unique contribution as key to your professional + personal success

## The call for a Sovereign Leader

You cannot manage other people

unless you **manage**

**YOURSELF FIRST!**

Peter Drucker

# Your personal growth journey

This unique programme for executives strengthens your leadership impact through connecting to your individual purpose, strengthening your self-awareness, and building new behaviour routines.

Being a Sovereign Leader in times of disruption is demanding. It challenges you to perform in a complex and ambiguous environment – while maintaining the adaptability to transform for continuous self-growth.

We created a unique learning context that is designed to mimic this challenge: Working as a Leadership Coach for future leaders in Kenya, you experience what it means to transform and grow your self in a disruptive setting – while supporting others transform and grow.

This bespoke Leadership Programme accelerates your Purpose-driven Leadership through “Leader as Coach” Intake-Webinars/ Workshop, a 5-day Action-Learning in “Coaching for Purpose” in Nairobi and a 6-week “Daily Leadership Workout” for building sustainable new routines to live your purpose.



## Your Growth Triggers in this programme...

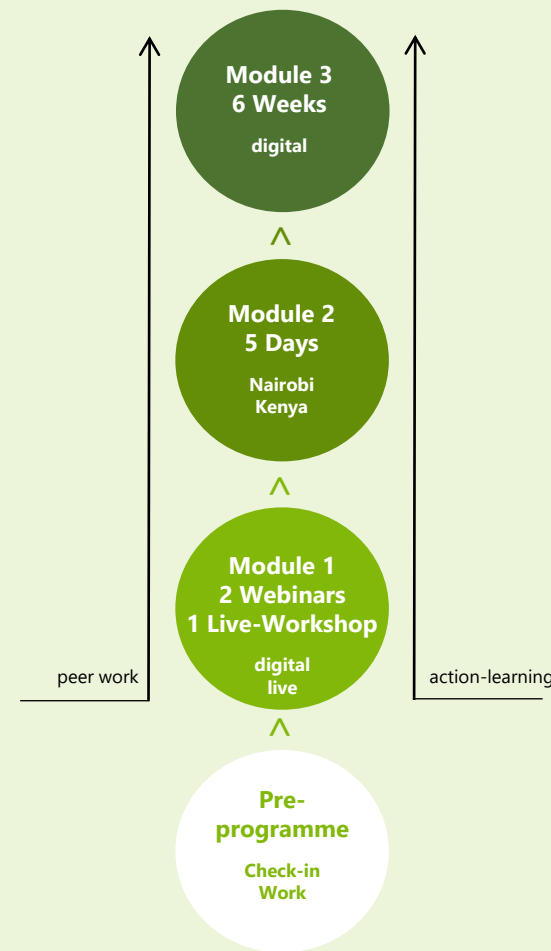
- **„Leader as a Coach” Exploration.** Support Kenyan future leaders to transform and grow their leadership potential
- **Leading Edge Methods.** E.g. Leading from Purpose, INSEAD Group Coaching, Mindfulness Practices, Psychodynamic Insights
- **Highly Dynamic Learning Setting.** Short input sessions, individual and small group reflection, coaching, peer coaching
- **Trustful Learning Environment.** Crafted to have leaders safely articulate their thoughts, personal reflections and take-aways
- **Two Internationally Experienced Coaches.** Kai Dierke and Anke Houben, guiding and supporting you on your learning journey

## and what you experience

- Discover the power of your life’s crucibles – in order to lead authentically from your inner core
- Get crystal clear about how your strengths in overdrive sabotage your purpose-driven leadership
- Learn what really works for personal growth from latest insights in Neuroscience research
- Experience yourself anew as a purpose-driven leader expanding into a Growth Mindset

# Programme structure

Grow yourself by coaching Future Leaders in Kenya



**Prior to the start,** you will prepare with readings and questions for deep self-reflection.

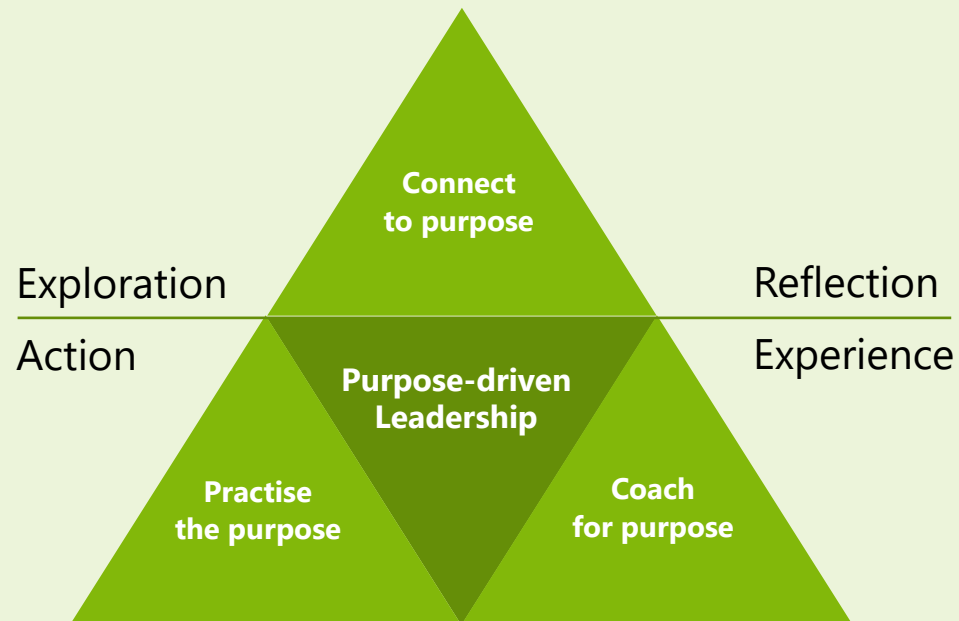
**Module 1, 2 Webinars + 1 Workshop for Coaches’ Intake, in Nov digital + Dec 3, 2023 in Nairobi,** triggers your introspection and learning. The dynamic learning setting with inputs, individual + group reflection serves to understand your individual purpose, root cause motivations, and your leadership footprint. The learning setting enables you to safely articulate your reflections + prepare for your “Leader as a coach” role.

**Module 2, 5-day “Purpose-driven Leadership” Academy, Dec 4-8, 2023 in Nairobi,** with Kenyan talents, designed to be invigorating, expands your self-awareness + leadership. The “Leader as a coach” role gets you out of your comfort zone: You coach what you have learned in Module 1 in your coaching group with future leaders. While serving for meaningful impact, you continuously immerse into your personal and professional journey.



**Module 3, 6-week digital “Daily Leadership Workout”, Dec 2023/ Jan 2024 digital,** inspires you in building new behaviour routines towards Purpose-driven Leadership. In daily digital sessions of 20’ with input, microtechniques, reflective exercises you act yourself into highest self-awareness and self-management, ready to live your purpose.

# Develop yourself as a Purpose-driven Leader



Your inner work for outer impact

## Your learning results

### Connect to purpose

**You gain ultimate inner clarity and focus:** What really matters to you – what is your individual purpose that unfolds your energy? You start defining how to live your life towards this source of energy and resilience:

- Discover and define your own purpose, your inner compass
- Understand your life story as the foundation of your purpose
- Gain full inner clarity on what matters most to you as a leader
- Utilize your purpose as an inner compass in difficult situations

### Coach for purpose

**You grow new strengths through learning-in-action:** How do you build a trusting environment where people grow? How do you strengthen Emotional Intelligence to build better relationships?

- Recognize and manage social dynamics in your team and beyond
- Build trust to leverage your team members for best outcomes
- Develop awareness of your own emotions and their effect on others
- Practice emotional intelligence in managing your relations

### Practise the purpose

**You build new routines in thinking and acting:** How do you stay on track living a purpose-driven life? How do you manage your self better in order to really live your purpose day by day?

- Explore your personal strengths and risks of strengths in overdrive
- Recognize your biases and behavioural patterns as a starting point
- Practice reflection-in-action for purpose-driven leadership
- Experiment with and anchor new routines in thinking and behaviour



# Your team – a strong partnership

DierkeHouben Leadership Advisors and AIDUCATION International partner to offer a unique blend of inner work for outer impact to stay ahead in the leadership fastlane. Throughout your journey you will be supported by your programme leads + coaches and your peer group.

## ● Dr Kai W. Dierke

C-level Coach + Advisor, Professor for Leadership



Prior to his coaching work, Kai was Member of the Board of Winterthur Group, being responsible for European Marketing & Sales, as well as Member of the Executive Board of Credit Suisse E-Business. Prior he was a senior consultant with McKinsey, focusing on Financial Services and Strategy & Organization. Knowing the board room from within, Kai is a trusted advisor and sparring partner at eye-level.

## ● Dr Anke Houben

C-level Coach + Advisor, Professor for Leadership



Since 2003, Anke is Member of the Coaching Faculty at the INSEAD Global Leadership Centre. Prior she served in management functions at Bertelsmann Media and as a senior consultant with Arthur D. Little, focusing on Strategy & Organization. In her coaching work as a boardroom insider, Anke integrates methods from INSEAD, Harvard and Daniel Goleman's Emotional Intelligence Coaching.

**Kai W. Dierke and Anke Houben** work as a duo in leadership coaching for the boards of leading corporations in Europe. They are panoramic senior professionals: Building on 20+ years in the business, they embody a unique blend of experience in executive positions, strategy consulting, and leadership coaching + development.

They founded **DierkeHouben Leadership Advisors** in 2003, a Premier Leadership Coaching and Development Boutique for C-suite leaders and top talents stepping up to highest leadership roles. Their company was ranked as one of the **"TOP 10 Leadership Development Companies in Europe 2019 and 2020"**.

Their clients in leadership coaching, team performance and culture transformation are board members and top teams of Euro Stoxx 50/ Dax 30 and mid-cap companies – covering a broad range of sectors like financial services, telecommunications, technology, pharmaceutical industry, transportation, consulting, public sector.

Both are Adjunct Professors on Leadership at the international **HHL Leipzig Graduate School of Management, the #1 Entrepreneurial University in Germany**.

Their recent book *Die 7 Mythen der Führung. Ein Neuanfang* (2021) focuses on developing sovereign leadership. Their first book *Gemeinsame Spitze. Wie Führung im Top-Team gelingt* (2012) published by Campus, focuses on leading top teams. Since start 2022 they have their own podcast: *Dierke + Houben. Der Führungs-Podcast*, for free, available on every major podcast platform.



**Aiducation International**, founded in 2007, is an international **"for impact" non-profit organization (NPO)** in the field of education. It sources scholarships from private persons for needy students in developing countries. Aiducation has raised more than 2'200 scholarships (> CHF 6m) from 2007-21. Students supported by Aiducation belong to 10% top performers of their peer group. Aiducation is active in Kenya, Ghana, Philippines, Uganda and Tanzania.

Aiducation has extended its focus to **supporting the personal growth and development of talents through Mentorship and Leadership Academies**. These academies range from Leadership, Entrepreneurship, Start-up, Innovation to Corporate Career, Financial Literacy and Project Management. Aiducation has raised more than 1.0m CHF from foundations and companies to run these academies (among those Swiss Re, Bain&Company, BDO, Fondation Botnar, EY, Zühlke, Swissair Foundation, Synpulse, Symphaxis, Roche, Mercator Foundation, Procter & Gamble, McKinsey for Children).

More than **80 Academies** have been implemented and **more than 3.000 talents (AiduTalents)** have participated in at least one Academy. In addition, Aiducation has raised more than 300.000 CHF for their Start-up Fund and more than 25 Start-ups have been founded. Aiducation has won **several venture prizes** (e.g. Venture Kick, worth CHF 150.000).



## Your peer group

You will join a group of peers with similar background, all with profound experience in management. They share your aspirations and will support you to accelerate your learning process – as you will support theirs.


Your peer group will be limited to 8-10 executives.

# Location and dates

You will start your learning journey right before the start of the "Purpose-driven Leadership" Academy for future Kenyan leaders that you will support through coaching. The Intake Workshop and the Academy will take part at the same location, right in the heart of Nairobi.



# What's unique?

- Action-learning**  This is a bespoke explorative Leadership Programme with an intense Coaches' Intake", a 5-day "Leader as a Coach" experience in Kenya and a digital "Daily Leadership Workout" right after to anchor the learnings.
- Purpose-driven**  You will grow your sovereign leadership capabilities by helping others grow – this programme offers you a unique opportunity to learn outside your comfort zone while serving a higher cause.
- Long lasting effect**  You will bridge the "Knowing-Doing-Gap" through regular practice in the "Daily Leadership Workout" after the programme. Based on Neuroscience microtechniques, daily input and reflection you will build new routines.
- Insiders' Insights**  You work with boardroom insiders, leading C-level coaches and advisors with more than 20 years experience in coaching and consulting C-suite executives, their teams and their leadership group.
- Highly inspiring**  The integrative approach of state-of-the-art knowledge complements to the learning setting of input, group reflection, peer work, train-the-brain micro-techniques, and group coaching.

### Participation fee for executives:

DierkeHouben Leadership Advisors runs the Academy as a philanthropic project. We provide teaching, coaching and platform access for "Daily Leadership Workout" pro bono.

Thus, all executives' fees are exclusively for the benefit of NPO Aiducation Kenya. Individual rate: CHF 5.000; corporate rate: CHF 8.000.

Travel/ accommodation to be covered by executive.

# Purpose-driven Leadership

## Leader as a Coach in Kenya




## Contact details

A strong partnership for your success



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### ● Do you have questions? We are happy to support!

#### For programme information

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